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AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

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Our Fifty-six Page Fall Bulletin Is Being Mailed



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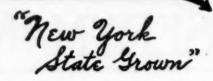
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ROCHESTER, N. Y.

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Montmorency	11000	10000	5000	2000
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Late Duke 500	300	100		
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DU PAGE COUNTY

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**ILLINOIS** 

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### American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock Including That Which Has Heretofore Been Imported

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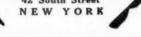
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#### AMERICAN NURSERYMAN -- November 1, 1930

AMERICAN NURSERY

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the carlot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

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of all that makes for the weither of the trade and units.

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Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its ekaracter and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

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DOES A BETTER JOB

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JACK & PERK

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1 year field plants, No. 1	. 6.00	50.00
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# AMERICAN NURSERYMAN

### The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y., Post Office as second-class mail matter WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

ROCHESTER, N. Y., NOVEMBER 1, 1930

### "The Government In the Nursery Business"

Any Plant Desired Can Be Purchased in Commercial Nursery Paying Taxes to Support Government-Unfair Competition Causes Waste-Instances

By R. E. Page, Chino, Cal., Before California Association of Nurserymen

HIS subject is worthy of serious consideration by the Nurserymen of California as it has a direct bearing on our profession. From an economic view there appears to be no advantage in the government engaging in plant production; but on the other hand there are many disadvantages to be met in the production of plants by government Nurseries

Any plant desired by the government can be purchased in the open market from a Nursery established in business and paying taxes to support our government. The plant so purchased can be chosen in the best of condition and at a less cost than it can be produced by an employee of any gov-

A few years ago the state, counties and municipalities maintained small Nurseries for the maintenance of the public parks and properties as bedding stock and small plants necessary for this maintenance were difficult to locate in the Nurseries at the time desired. Due to the wonderful development of California in the last few years, various governmental departments have drawn money from the general funds, with which Nurseries have been established to furnish plants for public properties. These governmental Nurseries are growing in size each year and the Nurserymen of California are confronted with the supplies from this production reducing their sales.

Duplication Makes Waste
Upon investigation we find that many governmental agencies draw from the general funds, under the term park purposes, certain sums of money each year. A certain portion of this money is used in the construction and maintenance of a Nursery for the production of plants for use in the improvement of public property. The Nurservmen of California as taxpayers are helping to finance the building of these governmental Nurseries and the production of plants therein. We Nurserymen are equipped to produce the same plants; therefore it seems an economic waste for the government to expend the taxpayer's money for this purpose.

As Nurserymen we are acquainted with the many difficulties encountered in the production of plants and we as Nurserymen realize that our business is gradually being broken down to where certain Nurserymen specialize in certain classes of Nursery stock. This condition means that Nurserymen growing citrus, sub-tropical, deciduous, conifers, or other specialties can produce better plants at less money than a Nurseryman who attempts to produce all varieties

of plants. It would seem that a governmental department, whether city, state, or county, could purchase by open bids the desired plants in better quality and at a much less cost from some Nursery established and experienced in the growing of these plants, than they could produce them in their own Nursery.

these plants, than they could produce them in their own Nursery.

Unsound Cost Accounting

It is the writer's opinion that the various Nurseries established by the government do not truthfully know the production cost of plants grown, but strike a balance at the end of the year by taking money paid out in labor and materials as against the Nursery inventory which is taken by the party in charge of the Nursery who is interested in making a substantial showing on paper. A few years in the past a certain city in California established a growing ground for a city Nursery; and, after the plants were of a suitable size for embellishment purposes, found these plants could not be transplanted due to the texture of the soil in which they had been planted. This condition resulted in a considerable loss to the city in question ,and in turn, to each taxpayer within this city. There are several Nurseries established in this particular city and the owners of the same took a financial loss through their taxes in the failure of the city Nursery. How much better to have purchased, with the same money, the Nursery stock desired from one of the taxpaying Nurseries and assured the city of the plants needed, thereby causing a saving to the city instead of a loss?

A City Having the Right Idea

In contrast to the cities engaged in the

the city instead of a loss?

A City Having the Right Idea
In contrast to the cities engaged in the production of Nursery stock, we find a certain city in California which has a national reputation for its wonderful street plantings and parks, purchasing through open bidding the plants needed for the park development. This particular city is able to choose any plant desired, not being limited to the varieties which might be available in a city Nursery, and by advertising for bids in the open market, secure plants of the best quality at a lower cost than it is possible to grow in a Nursery under municipal management. cipal management.

In the writer's opinion there is certain Nursery stock which should be grown in governmental Nurseries, and to which the government should expend more time and government should expend more time and money. The growing of seedling stock for reforestation work should be conducted by the government and a considerable more produced each year. The bedding stock necessary for maintenance of parks and public grounds should also be grown by the

public grounds should also be grown by the governmental Nurseries.

This problem of the government engaging in our particular line of endeavor, at a time when the Nurserymen feel there is an overproduction, might be magnified for illustrative purposes. Why should not the cities and counties engage in the manufacturing of cement for the concrete in their streets, or in the production of lumber for their public buildings? Our profession is one as worthy as either of these two or any

other; therefore, why should we find the government producing our product?

#### Rockery Is Not Rock-Garden

The above caution is advanced by E. C. Robbins, Ashford, N. C., specialist in rockgardens, who cites the following simple rules for building a rock garden: Let us first make the statement that a "rockery" is not a rock-garden. A rockery is only a pile of stones, or may be a circle of stones with little soil poured over the pile or dumped in the circle.

A rock-garden is a naturalistic arrange-ment, but nature never throws things around haphazard. Therefore make a definite plan for your garden, and don't throw the stones in a helter-skelter heap.

Select a location that is clean, in the open and where the plants may get the sun most of the day. The best place is on a bank sloping down from the lawn; the second the lawn. The navit, the second the lawn. The rock-garden might be placed at the side of steps leading from one level to another. Never place it in the center of an open lawn. If it must be near the house, it is wise to use a screen of shrubbery.

Use rocks from your own neighborhood if you can get them. Do not use artificial material. Moss-covered stones are ideal, and any size and shape can be used.

any size and shape can be used.

Place the largest stones with the flat side on the ground. Fill crevices, and level to top of the stones, with good soil, watering thoroughly to make it settle. Proceed with a second layer of stones, setting back to form a slope. Continue this process until the required height is reached. Not less than three inches of soil should be available between the stones. Small stones may be placed between the large ones. Let the stones incline to the back, and be sure they are surrounded by soil.

You are now ready for the plants. At the

are surrounded by soil.

You are now ready for the plants. At the end of two seasons the soil should be covered, but the stones should never be overrun with plants. For best effect it is better to have many plants of a few varieties rather than a few plants of many kinds.

A sample slope for the garden is from zero to five feet in height at the back, over a depth of eight feet; an eight to ten inch cinder bed under all.

Nut Tree Planting Project

The planting of native nut trees with a minimum appraisal value of \$500,000,000 is anticipated under the five-year program of the national nut tree planting project spon-sored by the American Forestry Association with the cooperation of the United States Department of Agriculture, the Boy Scouts of America and the American Walnut Manufacturers' Association.

This astounding estimate is based on their value as shade trees when they attain their growth, according to officials of the enterprise. Their worth in terms of dollars and cents as walnut timber and as producers of nut crops would more than double that figure. Walnuts are quoted as high as 14 per bushel.

### Special Reports on Trade Sales and Prospects

Several Concerns Announce Sales in Excess of Last Year—Closer Margin of Profit— Restricted Purchases to Help in Stabilizing Conditions

#### Sales Better Than Expected

Ashford, N. C., Oct. 23—Sales have been better this fall than we expected, although we are running a little under last year up to this time.

Prospects with us are favorable for a good business next spring. We handle native ornamentals exclusively and the movement of perennials has been very satisfactory this fall.

E. C. ROBBINS

#### Twenty Per Cent Ahead

Colorado Springs, Colo., Oct. 21—This season's sales: 20% more than 1929.

Conditions: Growing conditions good since drought ended July 20th.

Sales: We anticipated reduced sales from this excessively advertised depression. To date our anticipations are unwarranted. So we are not prophesying for next year.

Collections: Good.

Surplus: Out here it is always possible to sell large sizes in Nursery stock to advantage; hence there need not be a surplus. The surplus so apparent from the trade lists coming into our office seems to me to result from growing too much common old-line stuff to the exclusion of newer and better things. Everyone has big Spiraea Vanhoutte to sacrifice; but if I want good sizes in Kolkwitzia or President Lincoln lilac I have to scour the country for it.

Colorado blue spruce is our specialty and so far good ones are never a drug on the market.

> UPTON GARDENS Mrs. G. R. Marriage

#### In the Pacific Northwest

Milton, Ore., Oct. 21—We have observed quite a slowing up in our line of business. For some years past, owing to the low price being obtained by growers for fruit, the demand for fruit trees has been light and as a result we have curtailed our plantings of fruit stocks. Most Nurseries have had about the same experience we have. Even at that there may be a small surplus in some lines.

The demand for ornamental shade trees and shrubbery and for evergreens is fairly good. Landscape men seem to be doing a good business in moderate-priced jobs and many small home owners are interested in improving their premises.

Collections have been slow this past year. We are carrying on our books accounts of firms that are A-1 and yet because of their inability to collect what is due them, they are compelled to pass their delayed payments on to us. Customers are purchasing only enough for what they consider their immediate needs and what they can pay for. This will help in stabilizing conditions and assist in restoring normal trade operations.

The past growing season has been quite favorable although very dry and hot during the summer. Fall operations have been delayed as a result. Late rains have enabled fall work to be taken up; this is being rushed to completion before bad weather sets in for the winter.

This is about the way we view things at this time. We would not be pessimistic in the face of what are quite adverse conditions. We believe if all try to be as optimistic as possible this would help clear up the situation. Our crops have been full and varied out this way. Prices are low, to be sure, but no one need starve to death with the abundance we have in hand at the end of the harvest.

MILTON NURSERY COMPANY C. D. Hobbs, Secy.

#### Extra Effort Produces Results

York, Neb., Oct. 17—Our business has shown a decided improvement this fall over the summer months. Most of our trade territory has received sufficient rain this fall and naturally it is helping business.

While we find the buying public is in a conservative mood we also find a little extra effort on our part produces results. We are still booking orders without making any cut in prices. As far as we can see there will be no serious shortages this season. While we are selling up close on some of the items we grow, there apparently is ample stock on the market to be had.

HARRISON NURSERY CO. A. Williamsen, Sec.-Treas.

#### Stock Averages As Usual

Selbyville, Del., Oct. 22—General business conditions on the Del-Mar-Va Peninsula are fair. I am afraid we have been accustomed to conditions so much better than the average that when conditions, in general, start to balance as they are now, we are of the opinion that business is a thing of the past; and it is far from being true.

Many parts of the peninsula this past summer have been entirley too dry for the average growth of Nursery stock; while in many sections rainfall hasn't been so much short. Taking everything into consideration our Nursery stock will average as well as usual.

Strawberry plants are somewhat short, but on the other hand asparagus roots made a better growth than in a normal season, which balances very well, as we are cultivating about fifty acres to each plant. General line of stock the average is fair, and we are not looking forward to a big business yet. We do expect to clean up most of the stock we have grown.

BUNTINGS' NURSERIES, INC. C. A. Bunting

#### Fruit Stock Price Prospect

Toppenish, Wash., Oct. 18—Business conditions in this portion of the Northwest are about as they are in other parts of the country, from what we can learn. The demand both retail and wholesale is less than it was a year ago and stock of all kinds both wholesale and retail seems to be plentiful.

Fruit tree seedling demand is not as good as it has been the last few years, indicating a reduced planting. This is a good thing for the industry and in a few years will result in better prices.

While we expect the seasonal demand to speed up present business conditions, still we do not expect as good a demand as we had a year ago. Our own plant for the coming spring will be reduced in line with presents.

ent business conditions. Demand for the Siberian or Chinese elm is strong showing that a worth-while article is a good seller whether times are poor or good.

> WASHINGTON NURSERY CO. B. R. Sturm

#### California Conditions

Niles, Cal., Oct .22—Summer sales have been very satisfactory this year; and, no doubt, the pee wee golf courses have helped some. Fall business has been fairly good so far, and early rains will help to stimulate considerable business.

There seems to be a fair supply of ornamentals, roses and fruit trees. We look for a fairly good season in California if we have a good deal of rain this season.

CALIFORNIA NURSERY COMPANY George C. Roeding, Jr.

#### Look For One of Best Times

Bridgeport, Ind., Oct. 15—Things are moving along rather better than we expected. We believe we are going to have a fair trade. We have a nice lot of business already booked for spring and from all indications our spring business should be near normal.

Three-inch and up shade trees are in great demand as well as large size evergreens. Fruit and shrubs are slow.

We look for one of the best times we have ever experienced as soon as general conditions improve.

On account of the severe winter, dry summer and general depression in business, there has been a curtailment of planting in the Nursery.

C. M. HOBBS & SONS

#### Prices Below Production

Mancheter, Conn., Oct. 15—We don't know what propects are for next season. We know now there's plenty of stock on the market to cover all wants, prices are way below cost of production and business is inactive. Collections are terribly slow. That's the situation as we have it with us this fall

C. R. BURR & CO., INC. C. R. Burr

#### Seeing Roses Again, Not Thorns

Scottsville, Tex., Oct. 15—Climbing and bush roses of hardy garden varieties selling good; none too plentiful. Advise booking soon. Good demand for landscape evergreens.

And it looks like people are seeing the roses once more and not the thorns. Retailers report to us that business looks good to them; already busy planting is reported.

Believe the Nurserymen's National Publicity Campaign is encouraging this early planting and causing present active demand.

VERHALEN NURSERY CO. George F. Verhalen

#### Business Considerably in Excess

West Grove, Pa., Oct. 17—We are glad to say that our business last year was considerably in excess of any previous year in the past history. In other words, while we

### How Forestry Law Is Circumvented in Oklahoma

#### State Association President and Committee Make Specific Charges at Hearing Granted by Forestry Commission—Must Go To Legislature For Remedy

In re: Meeting of Oklahoma Nurserymen with State Forestry Commission.

The following committee was appointed to meet with the Forestry Commission Oct. 21: W. D. Kenyon, chairman; W. E. Rey and C. E. Garee. Also the following members were present: J. Frank Sneed, president Oklahoma Nurserymen's Association; T. A. Milstead, Shawnee; Jim Parker, Tecumseh: J. W. Back, Oakwood and his son: A. L. Luke, Oklahoma City.

The association resolution "That the Forestry Commission should not be allowed to sell or distribute Nursery stock" was taken up and discussed fully.

Many cases were brought out by the Nurserymen where farmers had approached Nurserymen trying to make a contract with them to grow Chinese elm and they intended buying their seedlings from the Forestry Commission at \$5 per thousand in 5,000 or more lots. Mr. Back instanced many cases in western Oklahoma where several parties would go together and order the minimum amount of one hundred trees to be planted in their yards. They did not use the trees for reforestation as provided by the law.

We all agreed that the reforestation of Oklahoma is one of the big needs of the state, but that this matter should be handled by the state and federal governments on their own land.

The State Nursery is only two years old, and contains about ten acres of seedlings, etc.; and with continued expansion will have lots of large shade trees and evergreen

are working on a closer margin of profit and working as wisely as we know, the total value of business this fall also continues to be in excess of last. There is undoubtedly a surplus in the trade in certain We are looking forward to a time of better adjustment between supply and

> THE CONARD-PYLE COMPANY Robert Pyle, President

#### City Trade Up; Farm Down

Valley City, N. D., Oct. 16-Summer sales to the farming trade have suffered a very severe drop; practically 30% from the previous season. In addition to the loss in business there will be further a considerable loss in collections. In this Northwest section Nursery stock is delivered to the farmers in the fall of the year who heel the stock in the ground for early spring plant-The continued dull condition of the farm trade is especially hard in our district which is reflected in the farmers' business. During the last ten years the number of farm renters has increased in our state about 28%.

On the other hand the city trade holds up fairly well, our advance city orders being practically equal to one year ago. lower buying power of our cities has been overcome to considerable extent by the increased interest in the city people generally to have their yards beautified. There is a good demand for the better types of ornamental evergreens.

THE NORTHWEST NURSERY CO. E. C. Hilborn, Gen. Manager trees to sell and distribute to political friends for support.

We were advised that our only recourse at the present time is to go before the legislature and amend the present law. We will take this up at our winter meeting in January.

The Oklahoma Forestry Commission requested George R. Phillips, state forester, to check up closer on all orders for seedlings and see that they were being used for windbreaks, woodlots or reforestation.

I would like to correspont with some of the Nurserymen in other states, especially the older states, in regard to the abuses; and if any state has a law which works to the benefit or protection of the Nurserymen I would have a copy of it.

J. FRANK SNEED, President Oklahoma State Nurserymen's Assn.

The contract to be signed by applicant The contract to be signed by applicant for State Nursery trees is in the form of an application as to land on which trees are to be planted, etc. It includes an agreement to pay \$5 per M for deciduous species and \$10 for evergreens, plus cost of packing; to plant the trees in Oklahoma for woodlot, with the trees in Oklahoma for woodlot, and the trees in Oklahoma for plant the trees in Oklahoma for woodlot, windbreak or reforestration purposes; not to sell trees until large enough for merchantable forest products; to furnish reports to Forest Service when requested. Information paragraphs include this: "No trees furnished for ornamental planting." And this: "Trees are 8" to 30" in height." The Nurseryman cannot pick out large trees for special requests. Not less than 100 trees to a customer." for special requests. trees to a customer."

#### **New York Forestry Shipments**

A recent dispatch from Lowville, N. Y., shows the extent to which state Nurseries are shipping trees in reforestation:

are shipping trees in reforestation:

The Lowville State Nursery farm, under the supervision of B. F. Miller, on Monday broke the record of a few days ago by packing and shipping over 2,000,000 trees in one day; this breaks all records ever established by this Nursery or any other. Last week 1,000,037 trees were shipped. The shipping has been going on now for little more than a week and in that time about 10,000,000 trees have been packed and shipped out, the packing and shipping being done by 15 men. Two hundred men are now employed at the farm and it is expected by next week about 50 women will be added to the pay roll.

A new Nursery is now being established at Tully, N. Y., which will make six in all, with the Lowville Nursery still holding its place as second largest, the one at Saratoga

being the first and largest. It is the plan of the commission to have eight more farms started within the next 15 years, however, it is expected that the one at Lowville will always hold its place as the second largest, as it is customary to enlarge those already in existence at the same time they expand and establish others. The present farm near Lowville will also be enlarged during the next year, and 5,000,000 trees will be transplanted there this season.

The largest shipment of trees going to an individual went during this past week to

The largest shipment of trees going to an individual went during this past week to Mr. Richards of New York City, a member of the law firm of Charles Evans Hughes. These trees were shipped to Mr. Richards' plantation near Remsen. The largest public order goes to Lewis and Erie counties. The 4-H club of Lewis county has made a splendid showing this year in tree planting.

The trees to be shipped out in largest quantities were the white and red pine and white spruce. Other kinds are: Norway spruce, cedar, larch, Japanese larch, Scotch pine, black locust and Carolina poplars.

#### Imported Plants Regulation

Hereafter, all imported plants being grown under agreement with the Plant Quarantine and Control Administration, together with the increase therefrom, must be kept segregated and labeled not only with their specific or varietal names but also with the serial number of the special permit under which they were imported. (Planting numbers may be used in lieu of the varietal names, provided a key to the same is furnished the Plant Quarantine and Control Administration immediately after planting).

This requirement has been more or less neglected on the part of permittees.

The purpose of keeping such imports segregated, as opposed to permitting them to be scattered or miscellaneously planted, is to safeguard against the possible spread of plant pests new to or not widely distributed in this country which may have escaped detection during the original inspection at time of entry. Such segregation is also essential in facilitating the inspection of the imported stock from time to time by representatives of the Plant Quarantine and Control Administration.

"We are much interested in Mr. Scott's work at Shafter, Cal. He will use some of our Oregon-rooted Manetti which may clear up mosaic trouble."—M. McDonald, Orenco, up mosaic trou Ore., Nursery.

#### May Increase Demand for Fruit Trees

What promises to be a step of far-reaching importance to the grower of fruit has just been completed by Tom Huston of Columbus, Ga. While others have been experimenting in the application of the quick-freezing process to fresh fruits, Mr. Huston has organized Tom Huston Frozen Foods, Inc., built a \$100,000 plant at Montezuma, Ga., the first of its kind and has completed a successful season of freezing fresh, tree-ripened Georgia peaches in commercial quantities. quantities.

Although for some years it has been a fairly common practice in the Pacific Northwest to freeze strawberries and a few other berries grown in that area, these products have been prepared for use chiefly by ice cream manufacturers, confectioners and bakers. They have not been of a type suitable for family or individual consumption. The Georgia plant represents the initial step in placing frozen fresh fruits on the market for such use, and for the entire year around. As the process is extended to include other fruits it should offer the grower, to a steadily increasing degree, broader, more profit-able and better stabilized markets. Essentially, the process is the same as

that which has recently been applied to the quick-freezing of fresh meats. The essence of it is that by this method it is possible to imprison the original flavor in the fruit without that breaking down of the cells which out that breaking down of the cells which accompanies ordinary freezing—a more difficult problem in the case of fruits than meats, since the cells are more delicate. The peaches destined for the Georgia plant are allowed to ripen on the trees. They are frozen within a few hours of reaching the plant, which is in the heart of the Georgia peach belt. Thus they have an opportunity to reach their full perfection of flavor, and opportunity to lose any of it during transportation or while in storage.

### American Nurseryman



#### CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

OFFICIAL JOURNAL
PACIFIC COAST ASSOCIATION OF NURSERYMEN
Largest District Organization in the Trade
ILLINOIS STATE NURSERYMEN'S ASSOCIATION
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Published Semi-Monthly by AMERICAN FRUITS PUBLISHING CO., INC. 39 State Street, Rochester, N. Y.

RALPH T. OLCOTT, Pres. and Treas.
Phones:—Main 5728. Glenwood 700
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If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., NOVEMBER 1, 1930

#### FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1892, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Oleott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untransmeled lines.

"The dean of Nursery Trade Journalists."-John Watson.

#### A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

#### Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

#### BOUGHT ON MERIT

The circulation of the "American Nurseryman" is bought by readers solely on editorial merit. It is never sold through schemes—cut rates, "clubbing," premiums and deferred payments never being employed.

#### The Mirror of the Trade

#### INTERNATIONAL NOMENCLATURE

An attendance of 1,145 representing 54 countries characterized the ninth International Botanical Congress in Cambridge, England, this year. According to Dr. Chipp, ot Kew, joint honorary secretary of the congress it was "undoubtedly the largest botanical congress ever held." The welcoming address by the vice-chancellor of the university was in Latin. Announcements were repeated to the congress in four languages by a Cambridge professor who spoke in French, German, Italian and Spanish.

This august assemblage in ten days, among other things, discussed the need for standardization of plant nomenclature, a need foreseen some years ago by the American Joint Committee which resulted in the 1923 edition of "Standardized Plant Names." The London congress directed that "under rules of botanical nomenclature with regard to species and botanical varieties" a standard list of plant names be prepared, to be accepted in universal use for catalogues and all horticultural literature for a period of six years, at the expiration of which time a revision shall be made, by an international committee. The probability is that the proposed list will differ materially, in the standards set up, from that of the American Joint Committee — and United States delegates were among those acting on the matter at the London congress.

The importance of a universal standard for botanists is clearly evident. As to those engaged in commercial horticulture, the practice abroad differs sufficiently to cause the belief that in cases of commercial catalogues and commercial horticulture matter generally Americans will be inclined to hold to such a standard as they now have, with revisions, as being prepared with due regard to conditions in this country.

#### PLANT PATENTING

While some active interest is being manifested in the opportunity opened up by the new plant patent law and several applications have been made at the U. S. Patent Office, the attorney for the American Association of Nurserymen, M. Q. Macdonald, in reply to an inquiry a few weeks ago made it clear that as in the case of any patent application, names and details may not be made public until after the authorities have taken certain action thereon.

Mr. Macdonald clearly stated in his address at the July convention of the American Association of Nurserymen that in considering the matter of applications it should be remembered that the law imposes upon the Patent Office work that is entirely new to it in many respects, necessitating much research and study; also that the Patent Office for years had been inadequately manned. An applicant will necessarily have to go more into detail in supplying information than might be the case with an applicant for a mechanical patent.

It will doubtless be found that the law will need amending. The important thing is that a beginning has been made. A few applications are on file in the Patent Office—the first was made by a rose grower. It is understood that applications are in preparation by fruit growers. There will be close coperation between the Patent Office and the U. S. Department of Agriculture, the law

providing that the latter shall pass upon the newness of a variety named in application.

The value of a patent to the originator of a variety is evident; it should prove to be many times the cost of the patent which, as in the case of any mechanical patent varies from \$75 to \$200 or more, according to the outlay for draughting work, attorney's fees, etc., in addition to Patent Office fees. A marked advantage for the patentee as Attorney Macdonald has explained, is that, through the patent law and the grant of licenses, one may know-theoretically at least-to the last plant the supply available: may control the number produced, the price and the territorial distribution of the new variety. But before much expense is incurred one should be reasonably sure of the newness.

If the price of a patented plant is set too high the demand will doubtless be supplied by another article; and it should be remembered that those who care to do so may continue to propagate everything that is on the market today.

#### REASONABLE PRINCIPLES DEMANDED

Long and arduous has been the experience of Dr. T. J. Headley, state entomologist or New Jersey, with plant quarantines; so that, as the Florists Exchange says in quoting Dr. Headley's remarks at the recent quarantine conference in Washington, D. C., he made there one of the most impressive statements before the chief of the bureau:

I feel that there must be developed a set of sound and reasonable principles governing the extension of these lines because in the absence of such sane precedure the business of the country affected by them cannot adapt itself without large and unnecessary losses. Furthermore, the development of such a set of principles would build up confidence throughout the country in the proper handling of the Japanese beetle situation.

In the past the public mind has been disposed to place confidence in plant quarantine measures as affording the real protection to the public. I feel that the public mind on these matters in changing owing to the apparent unwarranted interference coupled with ineffectiveness exhibited by some of our plant quarantines. In the absence of sane and reasonable handling of plant quarantine matters the public mind is apt to reach the point where it will lose confidence in all quarantines as instruments for the promotion of public welfare.

Dr. Headley's comment represented the unanimous sentiment of those who gathered at the conference [A. N. Oct. 15, p. 172].

#### AN OPPORTUNITY PASSING

In the first month during which the special horticultural census has been in progress, the bureau reports the return, filled out, of about one-third of the blanks that were distributed by mail. Strange that an opportunity to obtain government-collected statistics of the extent of the Nursery trade in this country should not receive prompter and heartier support. It is an unfortunate commentary on the degree of appreciation of worthwhile trade information on the part of the rank and file.

Numerous details in associated activity that seem to need correction can be disposed of in short order. It is only when a matter of major importance not yielding to suggestion arises that special attention is needed.

### Nursery Trade Bulletin

"Traps for Japanese Beetle" is the subject of U. S. D. A. Circular 130-C.

Two hundred ornamental plants were stolen last month from the Molino Nursery, Sebastapol, Cal.

District Columbia Nursery—A site in Anacostia Park, Washington, D. C., for a Nursery will supply trees and plants for use in new capital parks.

House of Gurney, Inc., is the name of the well-known Gurney Seed Nursery Co., Yankton, S. D., under a recent reorganization. D. B. Gurney is president.

Ridgeville Nurseries, Mount Airy, Md., have been incorporated by Jesse P. King, Ira D.Watkins, Hubert P. Burdette, J. L. Burdette and A. H. Watkins.

In answer to inquiries it may be stated generally that Robb, Robb and Macdonald, Washington, D. C. attorneys, are specializing in information for plant patent applicants.

Southside Nurseries, Richmond, Va., Fred Shoosmith proprietor, last month announced locally a retail sale of Nursery stock, the first in 25 years as the concern has been a wholesaler.

Forest Oak Nurseries, Quincy, Ill., is in closer touch with customers now that the proprietor, George R. Frese, has a monoplane to use in various business ways including aerial photography in landscape work.

Hillenmeyer in Paris—Walter W. Hillenmeyer, well-known Lexington, Ky., Nurseryman, was in Paris recently addressing members of a garden club on the subject "Ornamental Trees." His talk was in English. The occasion was a Bourbon County, Ky., event

11,000,000 pine trees from Higgins Lake Nursery operated by the forestry division have been planted in Michigan this year. Private individuals, clubs, municipalities, and schools were the principal purchasers. These trees are sold at costs ranging from \$2 a thousand for the smallest to \$15 a thousand for four year old transplants.

Scuthern Hospitality is extended formally and warmly to Nurcsrymen generally by Griffing Nurseries, Beaumont, Tex., in connection with an outline local map showing location of the 365 acre establishment north of Beaumont. "Come and bring your family. We assure you a good time; besides you will be able to gather lots of valuable data for your landscape customers."

Center of Kraut Nurseries—Located in the center of the largest kraut-producing region in the world, the N. Y. Experiment Station, Geneva, has turned its attention to numerous problems that confront sauerkraut man ufacturers, particularly factors that affect fermentation of the product. Of 30 or more kraut factories in New York state, 25 are within a radius of 50 miles of Geneva, it is said. One plant employs 77 vats each with a capacity of 80 tons of kraut; these are filled from one to four times a season.

Plant Patent Suggestion—"After 75 years, there is still a lack of good varieties of black raspberries," says Dr. U. P. Hedrick. "Better flavored sorts are needed. The seeds in our present varieties are too large and the fruit is too small. Greater resistance to disease is needed and can be obtained by systematic breeding. There is need, too, for everbearing varieties of black raspberries similar to the everbearing red kinds. Black and red raspberries cross readily to produce the purple raspberry and there is almost unlimited possibilities in developing these remarkable hybrids."

Leatherman Nursery, Canton, O., has been incorporated, \$30,000.

Progreso Haciendas Co., Houston, Tex., has been incorporated, \$100,000 by C. M. Malone and others.

9000 Bushels Gladioli Bulbs—The harvest was completed at the A. E. Kunderd Nurseries, Elkhart, Ind., late last month. Sales this year totaled \$293,000 as against \$183,000 in 1929.

Fig Growing in Kansas—E. H. Bernardin, Parsons, Kan., is producing figs grown in his Nurseries. He buries the plants in winter. Occasionally fig trees in New England and other northern states have fruited out of doors.

John Keur of C. Keur & Sons, bulbgrowers and Nurserymen of Hillegom, Holland, and Riverdale, N. Y., has donated to the Park Department of New York City 250,000 tulip, hyacinth, and narcissus bulbs worth \$5,000.

Thomasville, Ga., Nurseries catalogue announces the retirement of the founder, P. J. Hjort, after 32 years of active service, though he will retain a connection as consulting horticulturist. His son S. J. Hjort, is now head of the concern.

Billboard Objection—A writer in Florists Exchange argues against the use of billboards for publicity in the florists national publicity campaign, declaring that more harm than good is done by the use of such a medium in view of the widespread apposition to the billboard generally.

Japanese Beetle Intercepted—Intercetpion of larvae of the dreaded Japanese beetle was recently made at Crescent City, Cal., by department of agriculture inspectors, says the California Cultivator. The live larvae were taken from baggage of tourists enroute from Asbury Park, N. J., to San Diego.

Shenandoah, Ia., Meetings — At Shenandoah, Ia., the eighth Mid-West Horticultural Exposition, Nov. 11-16; Society of Iowa Florists and Iowa State Horticultural Society annual meeting Nov. 11-16. Iowa Nurserymen's Association Nov. 12 and American Pomological Society Nov. 12, 13, 14.

Two Seattle, Wash., Nursery concerns, Malmo & Co. and Persons Brothers donated Nursery stock in variety for the annual Orthopedic Hospital Garden sale last month. "We want you to know we appreciate all you are doing in the city beautiful movement." Clarence Malmo, vice president and treasurer, told the committee.

Duke Cherries, hybrids between sweet and sour cherries, deserve more attention from fruit growers than they now enjoy, declares Dr. U. P. Hedrick, director at the N. Y. Experiment Station. Geneva, and for many years in charge of the fruit work there. A large number of varieties of Dukes have been grown in comparison with standard varieties of sweet and sour cherries and are believed well worth a trial by cherry growers generally. The hybrids possess many of the characteristics of the parent sorts, it is said.

Grape Pruning—"The grape is pruned to limit or increase the quantity of the crop, and this is pruning proper," says Mr. Gladwin. "Grapes are also pruned to make well-proportioned plants with the parts so disposed that the vines are to the highest degree manageable in the vineyard. This is training. Grape growers usually speak of both operations as 'pruning,' but it is well to keep in mind that the two have different objectives." Winter pruning is advocated, although it is stated that pruning can be done without danger of injuring the vines at any time after the leaves drop in the fall until the buds swell in the spring, providing the wood is not actually frozen at the time.

#### The Accounting End

The proprietor of a New Hampshire Nursery asks whether there is a book on the accounting end of the Nursery business; whether to take inventory in fall or spring; whether inventory should be valued at cost or market.

We do not know of any book giving information about the accounting end of the Nursery business. This is so, probably, becaues it has been believed that Nursery business accounting in general should be amenable to regular accounting methods—there being no more detail in this line than in very many others. Numerous discussions in relation to cost accounting for Nurserymen have occurred as result of presentation of formal papers on the subject, at conventions of the American Association of Nurserymen and of the regional trade associations. These have been reported in due course in the columns of the American Nurseryman.

of the American Nurseryman.

As to inventory of Nursery stock, it is the practice of a good many Nursery concerns not to inventory growing stock, because of the difficulty of allotting valuation thereto. If an attempt is made to inventory growing stock it is the opinion of leading Nurserymen that a valuation at market prices should be considered, but that from such valuation should be deducted an amount estimated at what it is going to cost to bring that stock up to market size and condition. Such an inventory would naturally be taken at the end of the spring business; that is to say, at the close of a fiscal year.

#### LEST WE FORGET

Merchandising is the key-note of 1930 discussions.

That is well; but let it be remembered that there can be no distribution (merchandising) unless there is something to distribute.

And successful merchandising depends upon the character of the product and the manner both of its production and distribution.

Upon the grower depends every auxiliary factor in the trade.

#### **Unfair Rebate Claims**

In his address to the Southwestern Nurserymen's Association in convention E. C. Trauernicht said regarding unfair claims for

"A wholesale grower in Tennessee goes into detail and states the plain unvarnished facts as follows: "Our forty-three years of experience has taught us that there are perhaps some firms of considerable note as well as some of less prominence that regrade, reject and refuse sufficient stock to pay the freight and handling charges. Experience has also taught us that many of these same firms honestly believe they are getting by with the practice, and that they alone know of their motive, when as a matter of fact their practice and habit is of almost universal knowledge among the trade and they have suffered in dollars and cents and do not have the confidence of many in the trade whom they rub shoulders with, and believe they are putting it over. They have been, are now, and will continue to be the loser of money and confidence so long as they practice such a thing which is beneath the correct practice of a real business man whether he is a Nurseryman or not."

The Colonial Nurseries, Oyster Bay, N. Y., have been incorporated for \$10,000; by H. W. Moore, Mineola.

BASED ON A. A. N. STANDARDS—Bunting's Nurseries, C. A. Bunting, president; Wm. E. Bunting, vice-president; G. E. Bunting, secy-treas, with Nurseries at Selbyville, Williamsville, Del., and Showell, Md., make this declaration on printed matter: "Member American Association of Nurserymen. All quotations, prices, contracts and grading both for purchase or for sale are based on Horticultural Standards adopted by this association June 1923."

### Specialist Feels Pulse and Takes Temperature

Of the Nursery Business-Resourceful Ones Will Rise to Top in Conditions to Be Faced -Tendency Is Toward Standardization

By William Dexter Curtis, President California Industrial Clearing House, Los Angeles, Cal., Before California Association of Nurserymen in Convention in Ontario, Cal.

T TAKES some courage to stand before a group of seasoned veterans like yourselves, fresh from your fields of work, with the dust of battle in your nostrils, and undertake what is always a difficult task, namely, say something worth while. readily imagine that you might prefer to be entertained rather than instructed, but I am going to make so bold as to assume that you are here for serious business and proceed accordingly.

While I am not wholly unfamiliar with the many problems with which you men in the Nursery business have to deal, yet I can hardly lay claim to any great knowledge of the technique of the business. True, I was engaged for a short time with my father in the growing of both deciduous and citrus Nursery stock; that was forty years ago, under the firm name of "The Palms Nurseries." Only recently I came across some correspondence which we had in 1890 with John Rock of the old California Nursery Company. Circumstances some ten years ago resulted in my again being more or less actively associated with the Nursery business of the late George C. Roeding, for a period of nearly three years, hence, what I shall have to say today must of necessity be rather general in character for the reason that your problems are not all identical, and, besides, it is not safe to particularize without knowledge of all the facts.

Some of you are engaged in growing deciduous fruit trees and vines; others, citrus trees. Ornamentals, roses, palms and bulbs engage the attention of still others, while some practically cover the entire field. The question of wholesaling and retailing, local, state and national markets entails special consideration.

Along about the time of the gold rush in 1849-50 one set of pioneers penetrated the earth's crust for precious metals while a few equally courageous Nurserymen tilled the surface of the soil, making it bud and blossom. It is interesting to note that the annual output of gold now is \$10,785,315, while that of our orchards and vineyards amounts to approximately two hundred and seventy-five million dollars, and that of the Nursery industry approximately twenty-five millions of dollars. The Nurserymen's contributions during the last eighty years to the wealth of California are not measured alone by billions of dollars, for no group of men have contributed more to beautifying and making livable vast areas of land which would otherwise have remained little more than barren waste.

I was greatly surprised upon inquiry at the U. S. Dept. of Commerce and the L. A. Chamber of Commerce to learn there were no available figures relative to the Nursery business in California. The 1926 U.S. Census book contains no mention of the Nursery business in the United States. I understand this condition is being taken care of in the census just taken. This is an instance where the Nurserymen have apparently failed properly and adequately to impress upon the public mind the importance of their industry.

You Nurserymen are the greatest gamblers on earth. You gamble on the weather, frost, excessive heat and rain; you gamble on pests of all kinds; you gamble on the possibility of quarantine; you gamble on market fluctuations; you gamble on droughts and floods; you gamble on consumers' variety demands; you gamble on trees being true to name, and you courageously face hazards and handicaps that would appall the average man in business.

There are not many businesses that have to anticipate the market one year, two years, three years, and, in some instances, five years, not knowing in advance what will be most popular and wanted when the articles grown are ready for delivery.

This constant battle with the elements and a thousand and one other things with which the Nurserymen are daily confronted, tends to take the romance out of the business and men lose their larger view-point. It is, therefore, a good idea to withdraw yourselves occasionally from the daily grind in order that you may get a new leasehold on life and a better and clearer perspective of your business. This is one of the advantages of associational work.

#### To Face Increased Costs

In the future the Nurserymen are go-ing to have to face increased cost in growing; the planter will demand more and more in the way of value and service. The only way the Nurserymen can solve the

problem is to improve their method of growing and distribution. The most intelligent and resourceful men are naturally going to excel in these improvements and will build up large, remunerative businesses for themselves, while those less open-minded

Juniper Virginiana Seed

Platte River type, hardiest and healthiest of all Junipers in U. S. A.

North Platte Floral Co. & Nursery

AMERICAN FRUITS PUB, CO., INCORPORATED—STATEMENT of Ownership and management of "American Nut Journal" published at Rochester, N. V., required by the Act of August 24 1913: Editor, managing editor and business manager, Ralph T. Olcott; Publisher, American Fruits Pub. Co., Rochester, N. V. Stockholders, Ralph T. Olcott, G. R. Olcott, R. T. Olcott, Jr. Sworn to and subscribed Oct, 1, 1930, before E. F. Rosenhagen, notary public, whose commission expires March 31, 1931.

and alert will fall behind or cease doing business. Today, it is more than ever "a survival of the fittest." Not only does this apply in all plant life, but in business. The tendency in all lines of business is toward standardization. Proper grading and fewer brands and articles. I am glad to learn that you Nurserymen are alive to this important issue.

The world war produced a new age. It rendered obsolete many old methods of doing business; it forcefully brought to our attention the dangers of industrial inefficiency, reckless competition and absence of cooperation. We are all constantly demanding more and more in the way of speed and comfort. Life today is more complex but more livable. Forty miles an hour on the highway today is safer and more enjoyable than twenty miles yesterday.

#### Speaking of Speed

I read only recently where a growing tree was converted into wood pulp and made into a newspaper in two hours and twenty-five minutes.

#### Ten Nursery Wastes

There is a lot of preventable waste in all siness. Remember, every dollar you business. eliminate in the way of waste represents an asset—a real profit. Here are some of your wastes that occur to me; they by no means include all:

- Waste due to excessive planting.
- 2. Waste due to lack of information as to amount of stocks on hand.
- 3. Waste due to lack of standardization and grades.
- 4. Waste due to growing too many varieties.
- 5. Waste due to continuing to care for trees that have no market value.
- 6. Waste due to not having adequate, true dependable cost records.
- Waste due to unsuitable packing and boxing methods.
- Waste due to destructive competition of Nurserymen who lose their own money and injure others by unfair practices through lack of knowledge of good business procedure.
- 9. Waste due to foolish buying and indiscriminate credit.
- 10. Waste due to carelessness

From my observations, the Nursery business needs dressing up a "bit"—a little more CLASS. Many of your sales yards are (Continued on Page 190)

Established 35 Years

#### SHUTE'S SPECIAL PEAT MOSS

FINE MOSS, very choice
POULTRY LITTER
COARSE STABLE LITTER
NONE BETTER — NONE MORE BULK
Carlots \$1.50 per Bale, f.o.b. Philadelphia
Less Carlots — Special Prices

E. L. SHUTE & CO.
Office, 616 W. Upsal Street, Philadelphia. Pa.

AMERICAN NURSERYMAN should be regularly on your deak. A business aid. Bristling with exclusive trade news. Absolutely independent. Chief exponent of the American Nursery Trade.

#### MAILING LISTS

Commercial Fruit Growers at \$10.00 per M.
Commercial Vegetable Growers, \$10.00 per M.
12,000 Largest Commercial Fruit Growers in
Middle Atlantic and New England, \$100.00.
25,000 Commercial Apple Growers, \$225.00.
22,300 Commercial Citrus Growers, \$100.00 per M.
1,000 Up, Names taken from original nursery
inquiries and orders, \$10.00 per M names.
Addressed on customers' envelopes at
1,000 Up, Agents and Salesmen, experienced
in selling Household Supplies, Extracts,
Insurance, Nursery Stock, Farm Lines, etc.
Mostly small town and rural Specify states Insurance, Nursery Stock, Farm Lines, etc.
Mostly small town and rural Specify states
desired when ordering. Price \$10.00 per M.
Mailing Lists of over 12,000 Classifications.
Send today for copy of Complete Price List
F. D. PICKENS CO. JANESVILLE,
WISCONSIN

### E. P. BERNARDIN

#### Parsons Wholesale Nurseries PARSONS, KANSAS

Established 1870

#### Specialties

Amoor River North Privet, 2 yr., 2-3 and 3-4 ft., well branched. Bungei Catalpa, 41-8 ft. stems. Lombardy Poplar, 5-6 to 10-12 ft. Thurlow Willow, 5-6 to 10-12 ft. Lonicera Bella Albida, 2-3 to 5-6 ft. Deutzia Pride, 2-3 to 5-6 ft. Forsythia Asst., 2-3 to 4-5 ft.. Tamarix Asst., 2-3 to 5-6 ft. Purple Wisteria, 2 & 3 yrs.

**EVERGREENS—Biotas and Jun**ipers, in good supply.

Early Harvest B. B. root grown

Long list of Ornamentals in generous supply.

### MONTMORENCY CHERRIES

on Mazzard root

SIBERIAN or CHINESE ELM MOLINE ELM CAMPERDOWN WPG. ELM CUT LEAF WPG. BIRCH SCHWEDLERI MAPLE

These and other staple money-makers now ready for shipment.

C. L. rates to some point near you

#### Washington Nursery Co. TOPPENISH, WASH.

SPIREA VANHOUTTE 2-3 ft., 3-4 ft., and 4-5 ft. in quantities.

FRUIT TREES, GRAPE VINES, and WISC. WEEPING WILLOWS 6-8 ft. and 8-10 ft. HYDRANGEA ARBORESCENS 18-24 in. and 2-3 ft.

HYDRANGEA PAN. GRAND 18-24 in. and 2-3 ft.

BERBERIS THUNBERGI, CALIFORNIA PRIVET, and all other SHRUBS in a good SMALL FRUIT PLANTS

"WEST has the BEST"

T. B. WEST & SONS PERRY, OHIO

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All "American Nurserymen" wishing to ss with Europe should send for the

HORTICULTURAL ADVERTISER
This is a British Trade Paper read weekly by all the chief accredited horticultural traders. Annual subscription to cover cost

traders. Annual subscription to cover cost of postage, \$1.85. Money orders payable at Nottingham.

As the H. A. is a purely trade medium, applicants should, with the subscription, send a copy of their catalogue or other evidence that they belong to the nursery or reed trades. Address

Horticultural Advertiser (1930) Ltd.

Nottingham, England

### Headliners for Coming Season

ORNAMENTAL SHRUBS-by the carload. New England grown popular sorts at popular prices.

H. T. and H. P. ROSES-budded on Multiflora-best of a'l understocks-for November and early spring.

BARBERRY THUNBERGI-3 year, good property, all grades.

BARBERRY THUNBERGI-2 yr., 12-15 inch, 15-18 inch and 18-24 inch-will make very low prices.

BARBERRY THUNBERGI SEEDLINGS-better order now. That's a tip.

PEACH TREES will be scarce—fine lot. Eastern varieties.

APPLE, PEAR, PLUM will be wanted before season is over. Offer in carloads for late fall delivery.

AMERICAN GROWN FRUIT TREE SEEDLINGS-Apple and Fear, top grades only, 1/4 and 3/16.

FRENCH FRUIT TREE SEEDLINGS, Mahaleb, Myrobolan. No adjustments on these items this year. Cost a little more but they are worth it.

### C. R. BURR & COMPANY, Inc.

Manchester, Connecticut

#### CARFFS NURSERY Headquarters for

Small Fruit Plants And Lining Out Stock Grown In the Heart of Ohio

LATHAM—CHIEF—VIKING ST. REGIS—RED RASPBERRY

-The New Mosaic Resistant Black Cap Raspberry KOLKWITZIA AMABILIS KOREAN SPIREA—RED BARBERRY Send for Complete Wholesale Price List

W. N. SCARFF'S SONS NEW CARLISLE, OHIO

#### JUL. STAINER Wiener-Neustadt, Austria

Founded 1860 Largest Austrian Kilnhouses—Own Nurseries

FRUIT TREE SEEDS Wild Mazzard Cherries, Mahaleb Cherries, Myrabolan Plums. Austrian Wild Apple and Pear Seeds

Conifers, Ornamental Trees and Shrubs

of the new crop and of best quality
WRITE FOR CATALOGUE
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MARKERS
Plant Stakes
Plant Stakes
Row Markers
Plot Markers
Plant Labels
nade of galvanized a
for years. Readily cha

Plant Stake help you
Card 11-4x3 in. certainty
NO WOOD STAKES
TO PREPARE
NO PAINT TO PEEL
Use Perfection Markers and be absolutely
certain!
A trial will prove their
worth.

S-W SUPPLY CO. Nursery-Plot-Row-Markers Girard, Kansas Card 21-2x41-2 inches



BUXUS SEMPERVIRENS B. SUFFRUTICOSA

in sizes from 4 to 18 inches WRITE FOR WHOLESALE PRICE LIST CANTERBURY NURSERIES, Inc.

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FOR TRADE ADVERTISEMENTS

#### AMERICAN NURSERYMAN—Semi-Monthly

First Forms: - 23rd each month Last Forms: - 25th each month

15th of Month Issue ms: - 8th each month First Forms: - 8th each month Last Forms: - 10th each month

If proofs are wanted, copy should be in hand previous to above dates American Fruits Publishing Company, P. O. Box 124, Rochester, N. Y.

#### Specialist Examines Nursery Conditions

(Continued from Page 188) rather untidy looking; a little whitewash and paint and attention given to keeping the places clean and neat would prove a good investment.

Some of your attendants and sales people look anything but attractive. Many lines of business have adopted special uniforms The Nurserymen for their employees. might, with profit to themselves, do likewise.

Dead, illshaped, stunted, poorly-potted Nursery stock should have no place in a well-ordered sales yard in this day, when appearances count for so much.

Don't let your customer go away with a poor, stunted, illformed tree or bush. There is nothing more discouraging to a planter than to find that after a year or two of coddling and care of some shrub, tree, or rose bush, that he hasn't anything; the fact was that in many cases he didn't have anything to start with.

Nurservmen don't advertise enough. either collectively or individually.

You should mould public opinion in your favor and influence direct sales to a much greater degree than you have done by the wise use of printer's ink.

#### Play It Up

In any business it is important to find the one thing which overtops all the rest and then present and push this dominant idea. Take, for instance, the thought of the almost universal love of flowers, plants and trees and PLAY IT UP.

Trees are profitable; they enhance property values: they aid in conserving water: they furnish desirable shade for man and What is lovlier than a tree? The world will never tire of a wooded landscape. Much could be said on this point. I leave the thought for you to develop.

Use your floral, fruit and farm trade papers more, as well as those publications of general circulation that appeal particularly to the beautifying of home grounds.

While it is too much to expect that you can have uninterrupted production and sale

of Nursery stock on a peak basis year after year, the Nurserymen can look forward to a "Confident Tomorrow"; for Nursery stock will continue to be one of the major industries of California. We hear a good deal today about over-production in various lines, and in some instances there is ample justification for such statements. ago we heard that cry in the orange business but intelligent distribution, the right transportation and good cooperation solved that problem in-so-far as the citrus business was concerned. In some instances where there is a glut of any commodity, there has been undue greed to outdistance competitors with utter disregard as to what the people could absorb.

More careful investigation as to your possible markets, together with better balanced growing, should help in lessening the "carry over" and the "brush pile." Yearly market surveys and budgets of growing expense will aid in keeping the industry in good balance.

#### Sources of Orders

Boulevard and street tree planting has been badly neglected in this state, and offers you a large market for trees of this character. The widening of many streets has necessitated the destruction of thousands of trees which calls for replacing. The replanting of missing and unprofitable fruit trees should be more strongly urged; it will prove profitable for the orchardists and offers a substantial, steady yearly market for a considerable volume of business. Palms, roses, bulbs, and certain other plants will continue to find an ever-increasing national market. Single and small private ground planting offers a large and constantly growing field.

Every home owner is a potential customer for more Nursery stock.

It is too bad that we haven't more public parks-we need them, and the Nurserymen should urge more planting in this direction.

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

Proceedings of Annual Meeting, Ameri-Proceedings of Annual Meeting, American Plant Propagators Association, Minneapolis, Minn., July 15, a booklet of 56 pages, has been issued under the direction of the secretary-treasurer, H. Lloyd Haupt. Publication within ninety days of the meeting is a good record. This association is supplying a needed forum for Nurserymen—opportunity for discussion of propagating methods. The proceedings in pamphlet form supply valuable information and answer many queries in regard to propagatswer many queries in regard to propagat-ing details, based on the experience of well-

ing details, based on the experience of well-known Nurserymen.

Membership in this association ought to be important to many in the trade. The annual meetings are held at the time of the annual conventions of the American Association of Nurserymen, so that attendance is convenient. For full particulars regarding membership and as to availability of back numbers of association proceedings, apply to Secretary H. Lloyd Haupt, Hatboro, Pa. ceedings, apply to Haupt, Hatboro, Pa.

New Plant Science Building
At a cost of \$1,000,000 the new plant science building of Cornell University, Ithaca, N. Y., has been completed. Dean A. R. Mann says that the building contains the latest developments of any educational structure devoted to its type of work. The entire first floor will be used for pomology and plant breeding departments; second floor, botany; third floor, plant pathology; fourth floor, research work; ground floor, or namental horticulture.

A \$7,000 storage building is under construction for the May Nursery Co., Yakima, Wash.; the structure will be 50x140 feet.

### PIERIS JAPONICA

#### (Japanese Andromeda) **OREGON GROWN**

			Ī	Ī	Ī	_	10	100	
6- 9	in.			*			.50	.40	
9-12	in.	*					.75	.60	
12-15	in.						1.00	.90	
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EXTRA FINE, FIELD GROWN STOCK DOTY AND DOERNER Portland, Oregon Route 6. Box 92

### SOUTHERN PLANTS

WHOLESALE PRICES

AZALEAS, INDICA and KURUME ABELIA GRANDIFLORA LIGUSTRUM LUCIDUM CONIFEROUS EVERGREENS GRAPE MYRTLE ROSES

Wholesale List Mailed on Request

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#### 1930-1931 POLYANTHA ROSES

in assorted colors should be included in all new lists.



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The AMERICAN NURSERYMAN is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

NOW OFFERING THE

### MOERHEIM BLUE SPRUCE

(Picea Pungens Glauca Moerheimi)

BEAUTIFUL TREES SUPERIOR COLOR SYMMETRICAL GROWING **INDESCRIBABLE** 

> Nothing Like Them THEY WILL ADD TO ANY LANDSCAPE PLANTING

We Have the Largest Stock in America Available in sizes from 3-31 ft. to 6-61 ft.

PRICES QUOTED ON REQUEST "LAKE'S" SHENANDOAH NURSERIES SHENANDOAH, IOWA

### PEACH PITS

Good Peach Pits are scarce this year, especially naturals. We are fortunate in having just received a carload of Lovell pits from the California dryers. They are the finest pits we ever saw from budded stock. These pits will run very nearly 4,000 to the bushel. We are using them exclusively in our own planting and so are many other Nurserymen in this vicinity. Samples on Request. Per bushel of 50 lbs., \$3.00. Write for prices on large quantities.

THE WILLIS NURSERY CO.

Ottawa, Kansas



WE ARE NOW READY WITH THE

### "Elmhurst" Elm

Grown by us from selected seeds from the Famous Elmhurst Elms collected in the city of Elmhurst. We have over 200,000 now growing.

Prices in 100 lots

### PFUND-BELL NURSERIES

ELMHURST, ILLINOIS Grown in the "City of Elms"



### CATALOGS

Are you satisfied with your present catalog? We are producers of some of the most successful catalogs in the country. Write and get our ideas beof the most successful catalogs in the country. Write and get our ideas before placing your order for your next catalog. Glad to send you samples without obligation.

The L W. Ramsey Company Advertising for Nurserymen

430 Union Bank Bldg. Davenport, Iowa

#### Double Agent's Orders

Conigisky's true-to-life, hand colored photographs of Shrubs, Perennials, Evergreens and Roses cost little more than old-fashioned lithographs, yet they will more than double your Sales. Catalogue FREE.

B. F. CONIGISKY
211 Hamilton St. PEORIA, ILL.

#### WANTED

Experienced Landscape Architect
Must have sales ability as well as be able to
take surveys, draw neat plans and carry them

TITUS NURSERY COMPANY WAYNESBORO, VA.



### SHADE TREES

Few nurseries can offer the quantities of well grown trees to be found at Princeton. No expense is spared in pruning, staking and transplanting to produce an absolutely perfect product.

Our enormous production enables us to offer these at rock bottom prices. Are you on our mailing list?

### PRINCETON NURSERIES

PRINCETON.

**NEW JERSEY** 

ALWAYS



KELSEY

FIRST

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HEADQUARTERS for

### **CHERRY TREES**

SOUR and SWEET VARIETIES

We have 300,000 trees

A complete assortment of varieties and grades.

Write for prices.

The Kelsey Nurseries St. Joseph,

HOWARD BARNES OF NEWTON, IA. KNOWS IT PAYS TO-



Become a-L A N D S C A P E A R C H I T E C T

He writes: "Since taking your course I have bought a small Nursery of my own, and I feel you have helped me a long way on the road to success in the work I have chosen."

Mr. Barnes is just one of a large number of men with previous Nursery experience who have found the "road to success" through our home study course in Land-scape Architecture.

#### WE PREPARE YOU QUICKLY AT HOME-BY MAIL

In less than one year, and without inter-tering with your present work, we can prepare you to enter this profitable, un-royded field.

Enrings are possible after the first few lessons. Many students more than pay for their entire course from fees earned while studying. Write today for FREE booklet describing the course in detail.

AMERICAN LANDSCAPE SCHOOL 10 Plymouth Bldg.

### SPECIAL

### Plate Book

At the Price of a Map **80 COLORED PAGES** Special Sample Price \$2.00

PROCESS COLOR PRINTING CO. Formerly CHRISTY, INC.
Searle Bldg. ROCHESTER, N. Y. Lining Out Stock

BARGAINS

**EVERGREEN** DECIDUOUS TREES

Well grown and healthy seedlings and transplants Write for Price List Kelsey Nursery Service 50 Church St., New York Established 1878

AMERICAN NURSERYMAN

Chief Exponent of the Nursery Trade

LESS THAN FIVE CENTS A WEEK-Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every State in the Union. Journal appreciated by upward of 2500 Nursery readers. Subscription: \$2.50 per year; three years for \$6.00. A one-inch advertisement for \$1.40; under yearly term, \$1.25.

#### Tributes by the Trade to Dr. Wilson

Among the tributes to the late Dr. Ernest Henry Wilson:

Henry Wilson:

Dr. L. H. Bailey, Ithaca, N. Y.—"Dr. Wilson's death is a major catastrophe and loss. He made outstanding contributions in exploration, in the introduction of valuable plants to cultivation, and in the literature of horticulture, thereby enriching us all and particularly the American people. His field was his own, diligently tilled by energetic application. His place in the horticultural world will not be filled."

William Flemer, Jr., Princeton, N. J.—"It

William Flemer, Jr., Princeton, N. J. was my privilege and pleasure to have known Dr. Wilson for a number of years. I always enjoyed meeting him, not only because of his charming personality, but also because of his wide knowledge of plant life. I believe his untimely death is one of the greatest losses American horticulture has suffered in many years, and it will be a long time before, if ever, anyone is found to take Dr. Wilson's place."

Dr. Wilson's place."

Henry Hicks, Westbury, N. Y.—"The loss to the world in the untimely death of Dr. Ernest H. Wilson will never be measured. He had arrived at the time of life when he was ready to tell each portion of the world what to do in the way of plant life. He has already told it, but he was ready to tell it over again—line upon line, precept upon precept. He has told with great clearness his scientific and practical discoveries, but he was ready with patience and kindness to tell them again to those who had not the trainthem again to those who had not the train-ing nor the persistence to consult his many monumental scientific books and his intensely practical popular books and magazine articles and lectures.

"If Wilson's friends heed his advice it will not take 100 years for the introductions and full use of his discoveries, because he has left most detailed records of what to plant and where.

Paul Stark, Louisiana, Mo,-"The loss of Paul Stark, Louisiana, Mo.—"The loss of Dr. E. H. Wilson is a severe one for Ameri-can horticulture as well as for his many friends scattered all over the world. Dr. Wilson's vast experience in horticulture and his practical viewpoint in matters of horti-cultural development will be sorely missed."

John Watson, Winona, Ont.—"To say that he gathered beauty and planted it in new places, widely scattered, and thus enriched the gardens of a nation, is eulogy that can be pronounced only on a great, unselfish benefactor.

Donald D. Wyman, N. Abington, Mass.—
"In words we can only record our sorrow
and sense of loss, but there are already

thousands of living monuments to his memory throughout this country, in the form of trees, shrubs and flowers that he has intro-duced here. What could be finer?"—Florists Exchange.



ERNEST HENRY WILSON

Known to Nurserymen, gardeners, horti-culturists, botanists and lovers of plants, trees and shrubs as "Chinese" brought more new plants into cultivation than has any other plant hunter that has explored the earth in the interests of horti-

#### Another Wilson Tribute

Says Joseph J. Lane, House and Garden:
"There are many Nurserymen who can attest the practical accomplishment Chinese
Wilson marked up on their ledgers. He
selected the best of the old as well as the
best of the new for the benefit of those
whose judgment was not as broad as his whose judgment was not as broad as his own. We are glad to have had the pleasure of publishing articles by Mr. Wilson in every issue of House & Garden since March 1924. We realize that these articles are a precious gift from one of America's great-est gardeners. Mrs. Wilson, by a modest at-titude equalled only by that of her husband, was a fine and noble character.

Say you saw it in "American Nurseryman"

### Specialists Growing

Cumberland Valley Nursery Co.

#### Mrs. Lloyd C. Stark

Mrs. Lloyd C. Stark

The impressive funeral on Oct. 15 of Mrs.
Lloyd C. Stark who died Oct. 12 in St.
Luke's Hospital, Louisiana, Mo., was attended by relatives and friends from near and far. The service was conducted by the pastor of Calvary Church, Rev. David Coombs, assisted by Bishop F. F. Johnson, St. Louis. So large was the attendance that seats for a hundred were placed on the lawn of the vine-clad church filled to the utmost, the windows of which were open. Four trucks were required to move the flowers from home to church to cemetery. The pall bearers were: Edwin Stark, Tom W. Stark, Lawrence Stark, Clay Stark, Thornton Stark, C. G. Buffum, George E. Lynott, of Louisiana, and Walter Logan, Hannibal. Relatives and friends from a distance who were present included:

Mrs. George Stickney and son, Hal Stick-

Relatives and friends from a distance who were present included:

Mrs. George Stickney and son, Hal Stickney, of Baltimore, Md.; Mr. and Mrs. C. G. Beery of Sturgeon, Mo.; Mr. and Mrs. Walter Logan, Miss Aileen Davidson, Mr. and Mrs. Milton Knighton, Mrs. Will Logan, Harry Griffith of the Highway department, Hannibal, Mo.; Mr. and Mrs. Walter Hillenmeyer of Lexington, Ky.; Mr. and Mrs. Kleppisch, Mrs. Champ Clark, Mr. and Mrs. H. C. Carroll of Bowling Green; Mr. and Mrs. George Barnett, Mr. and Mrs. Wm. R. Compton, Mr. Mudd, Mr. Thias, Bishop F. F. Johnson, Dr. Philippi, of St. Louis; Maj. T. F. Cutler, chief highway engineer, C. D. Matthews, chairman of Highway commission, Prof. Sullivan, of Jefferson City; Prof. Talbert of Columbia, Mrs. J. W. Buffington and Mr. and Mrs. Mitchell Johnson of Mexico; R. S. Lake, Shenandoah Nurseries, and E. S. Welch, Mount Arbor Nurseries, Shenandoah, Ia.

C. M. Yearly, Galesburg, Ill., died early this month. He had long been a landscape gardener and Nurseryman.

Christian Schuller, assistant superintendent of J. W. Adams Nursery Co., Westfield, Mass., died Oct. 4.

W. H. McFarrin, proprietor Fairview Farm and Nursery, Greenville, Ala., died late last month.

Samuel J. Wood, employed by Andorra Nurseries, Chestnut Hill, Pa., died Oct. 4.

Recent incorporations include: Montomery Evergreen Nursery, Greenwich, onn., by George V. Mahoney, Jersey City, J., and others; Colonial Nurseries, Oyagomery Bay, N. Y.; Crase & Bowen, Woburn,

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#### **Obituary**

#### Ernest Henry Wilson

Horticulturists throughout the world were shocked to learn of the death, by automobile accident of Dr. and Mrs. Ernest H. Wilson Oct. 15, near Worcester, Mass. The accident occurred as result of skidding on wet leaves during the return trip from a visit to various parts of the eastern states.

For almost a quarter of a century Dr. Wilson had been making regular visits to Rochester, N. Y., because of his interest in the Rochester parks and in those who are or have been making them among the beauty spots of the world. Through all of these years, Dr. Wilson was the close friend of Calvin C. Laney, for almost 40 years superintendent of parks, and of John Dunbar, who for almost as many years was assistant superintendent and botanist. He also was the friend and adviser through these years of Bernard Slavin, the present superintendent of parks.

Two days before the fatal accident Dr. Wilson, Mrs. Wilson, their son-in-law and daughter, Mr. and Mrs. George L. Slate, of Geneva, and W. Ormiston Roy, landscape naturalist and long time friend of the Wilsons, visited Rochester and spent almost the entire day in the parks. They were on a vacation, had been making a leisurely trip through Canada and Eastern United States.

Next to the Arnold Arboretum, the Rochester park system was probably closest to Dr. Wilson's heart. Many of the rare and finer things in the Rochester collections came from the Arnold Arboretum, and had been gathered by him in his searches through Asia, Australia and many of the far corners of the world.

He said during the course of an interview Oct. 13: "You know the Arnold Arboretum and the Rochester park system are tied up so closely together that we at the arboretum consider the Rochester parks our children, and as our children, our interest will always follow them."

Ernest Henry Wilson was born in Glouces-tershire, England, Feb. 15, 1876; was educattershire, England, Feb. 15, 1876; was educated at the Royal College of Science, London; received the degree of M. A. at Harvard in 1916. He came to the U. S. in 1906 and served for several years as assistant director of Arnold Arboretum, later becoming keeper in charge. He was a trustee of the Massachusetts Horticultural Society and had been awarded the Victoria Medal of Honor, the George Robert White Medal, the Veitch Memorial Medal, the Geoffrey St. Hilaire Gold Medal. Among the books he wrote are: Medal. Among the books he wrote are:

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"Naturalist in West China," "Cherries of Japan," "Conifers of Japan," "Aristocrats of the Garden," "More Aristocrats of the Gar-den," "Romance of Our Trees," "Lilies of den," "Romance of Our Trees," "Lilies of Eastern Asia," "America's Greatest Garden." He also wrote (with Alfred Rehder) a "Monograph of Azaleas" and contributed copiously to the Arnold Arboretum Bulletin.

Funeral services were held at Trinity Church, Boston, Oct. 18. Honorary and ac-tive pall bearers included L. C. Bobbink, Harlan P. Kelsey, Edward W. Breed, Donald D. Wyman and Richard M. Wyman.

The lantern-illustrated (in colors) dresses by Dr. Wilson on many occasions, including numerous ones before gatherings of Nurserymen, have imparted delightfully increased knowledge of the wonders of the plant kingdom. It seemed that during last winter Dr. Wilson gave such addresses in greater number than ever in a given length of time. This by reason especially of his activity in behalf of the successful raising of the Arboretum sustaining fund. It has been especially interesting to see by aid of the camera and lantern originals, in their native land, of the plants he was the means of introducing to American gardens.

There is no garden, small or great, that does not contain one or more things that came to us from across the Pacific. In 1899 Dr. Wilson visited Japan in the interest of plant introductions and from that date until he sailed for home in 1922 from Cape Town his time was spent in the work. It was in the mountainous sections of China from the lower slopes to the height of perpetual snow that many of his most valuable discoveries were made. Two years ago in a talk at a convention of the New York Nurserymen's Association Dr. Wilson said: "It take 12 to Association Dr. Wilson said: At take 12 to 25 years for a new plant to become estab-lished and to become popular—and just about that long in the minds of Nursery-

Four visits to China, two to Japan, and one to the Antipodes have resulted in the contribution by Dr. Wilson of more than 2700 species and 640 varieties of plants,

many of which were new to science.

Dr. Wilson had been an earth-girdler in the interests of the gardens of America, and particularly America's Greatest Garden, the Arnold Arboretum. His profound knowledge, courage, endurance and patience, his discernment and unflagging enthusiasm have found expression in the present-day glory of the Arnold Arboretum and in the growing beauty of the gardens of America, as those plants, shrubs and trees that Dr. Wilson brought back from the hinterlands of an

brought back from the hinterlands of an ancient civilization to the new world, have found high favor among garden lovers.

"More years of my life than I care to remember," said Dr. Wilson, "have been spent in searching the remote parts of Eastern Asia for new plants of value for the embellishment of western gardens. The work has not been devoid of hardships and its price of danger but if the art of gardening spice of danger, but if the art of gardening

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and the service of horticulture benefit there-

by, the years have been well spent."

The public, for all time, will be grateful to
Dr. Wilson for preserving for them in so entertaining and instructive a manner the results of his trained observance and worldwide experience. The readers of the American Nurseryman should appreciate as much as any special class and far more than the as any special class and far more than the general public the quality and value of Dr. Wilson's work and the record thereof in the books he has produced. The Nurseryman's education in the changing wonders of horticulture ought never to be finished. A mine of ideas is supplied by his books and recorded addresses which for the Nurseryman constitute more than entertainment; they are working tools.

#### David Webster Griffing

David Webster Griffing, Elizabeth, La., brother of Walter C. Griffing, of the Griffing Nurseries, Beaumont, Tex., died Oct. 11, aged 51. He was born in Norwich, N. Y., Oct. 25, 1878, where he lived for several years before 1818, where he lived for several years before going to Florida. On Aug. 14, 1908, he married Miss Cora Milligan in Youngstown, O. He moved with his wife and one infant son, Dick Griffing, to Texas where he lived in the Rio Grande Valley and San Antonio section for four years. Since that time he has been living in Elizabeth, La.

Mr. Griffing was one of the Griffing brothers who operated Nurseries in Florida and other parts of the South. There were five brothers. C. M. Griffing died about twelve years ago and at this time the Griffing time the Griffing issolved. Walter C. years ago and at this time the Silver C. Brothers Co., Inc., was dissolved. Walter C. Griffing purchased the Nursery interests in Confine Nurseries; W. D. Texas, known as Griffing Nurseries; W. D. Griffing, the Nurseries in north Florida, known as Griffing Interstate Nurseries; Arthur M. Griffing, the real estate business in Miami, Fla., and David Webster Griffing, the younger brother, the interests in real tate and orchard developments.

David W. Griffing had spent most of his life in orchard development. At the age of 19 he had charge of planting a 5000-acre citrus grove in Cuba, and later a 6000-acre pecan grove near Tallahassee, Fla., which repecan grove near fainhassee, Fia., which required several years of his time. When Mr. Griffing went to Texas he spent several years in horticultural work. In late years he planted for the Texas-Louisiana Pecan Co., Elizabeth, La., 1100 acres in pecans, and remained in charge of this work until his

Surviving him in his immediate family are his widow, Mrs. Cora Griffing, his son, Dick Griffing; three brothers and one sister, Mrs. J. L. Southworth, Riverside, Ill.; W. D. Griffing, Arthur M. Griffing, and Walter C. Griffing, Arthur M. Griffing, Ar fing, Beaumont, Tex.

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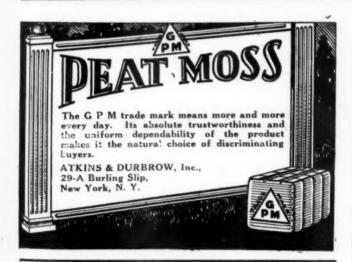
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Scopulorum 8-10" xx	.20	.19	Nigra	.12	.10

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PSEUDOTSUGA (Fir)			
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Canadensis	8-10"	.15	.14
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